

# DTCs Do It Differently: How Start-Ups Become Super Stars

January 30, 2020



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# Today's Presenters



**JB Osborne**  
Co-Founder & CEO  
*Red Antler*



**Alex Parkinson**  
(Moderator)  
Communications Institute  
Co-Leader  
***The Conference Board***  
Principal  
***Parky Communications***





DTCs Do It Differently

# **HOW STARTUP BRANDS BECOME SUPERSTARS OVERNIGHT**











Casper

*allbirds*

BOWERY

chime

Grove  
COLLABORATIVE

Google

prose

BURROW

BRANDLESS™

Betterment

REBAG

shopbop

*Then I  
Met  
you*

SNOWE

Curology

CROOKED

Hinge

 CLEAR

OTHERLAND

COVE

YUMI

URBAN REMEDY

Clover

amazon

HENRY ROSE

Keeps

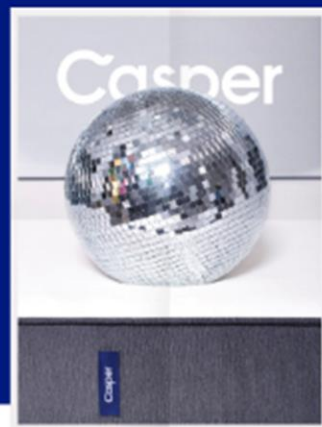
*cabin*

BOXED

 FOURSQUARE

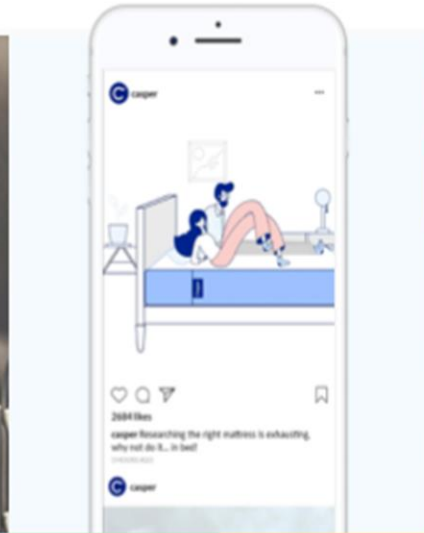
 Zillow

Casper



100 NIGHT TRIAL, FREE RETURNS WITH PICKUP





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**BLUE CORN  
TORTILLA  
CHIPS**

- ✓ Organic
- ✓ Gluten Free
- ✓ 100% Whole Grain Corn
- ✓ Made with Sea Salt
- ✓ Brandless™

NET WT 8 OZ (227g)



**FACIAL  
SCRUB**

- ✓ Exfoliating
- ✓ No Sulfates
- ✓ No Phthalates
- ✓ No Animal Testing
- ✓ Brandless™

**Grapefruit**

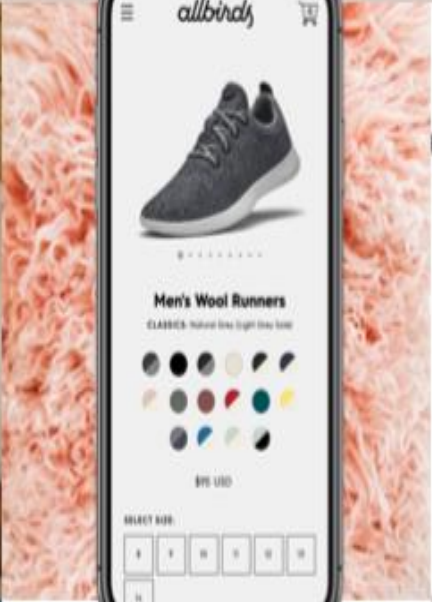
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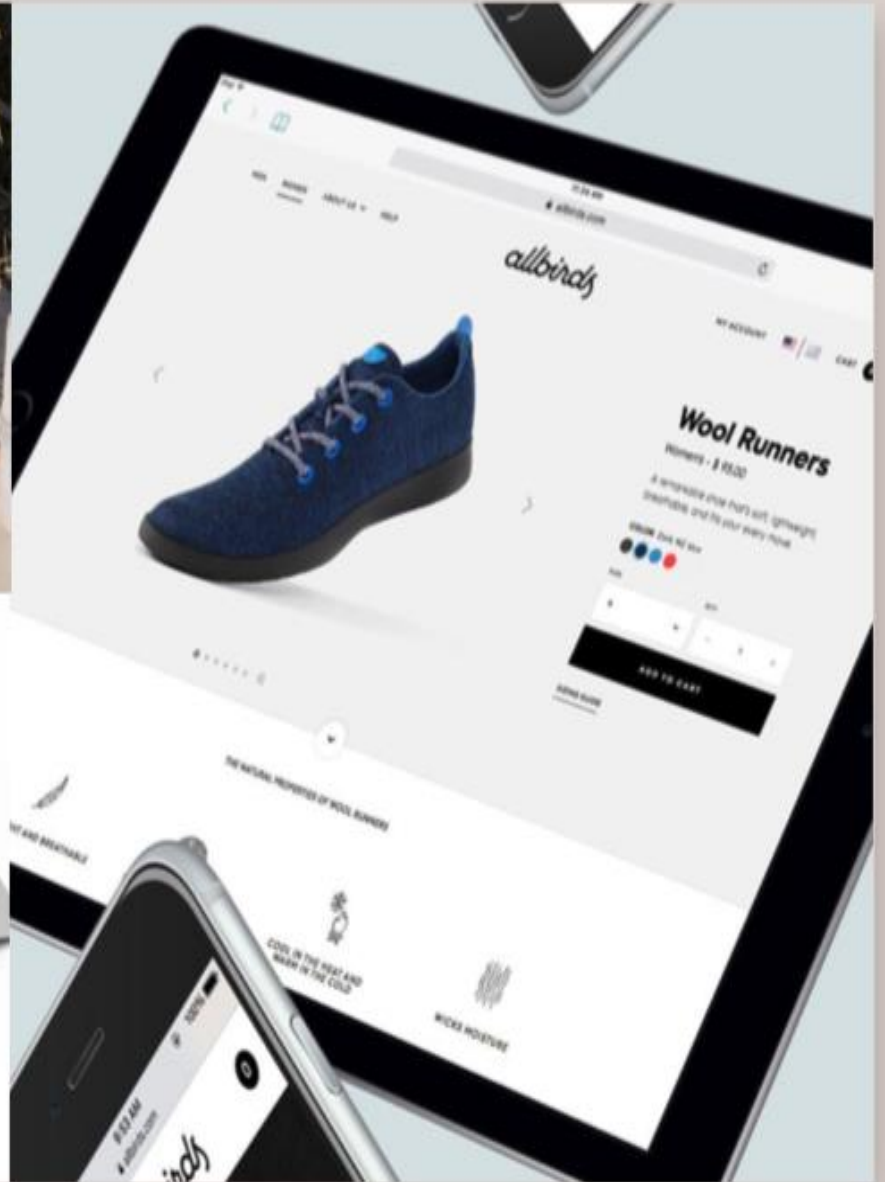




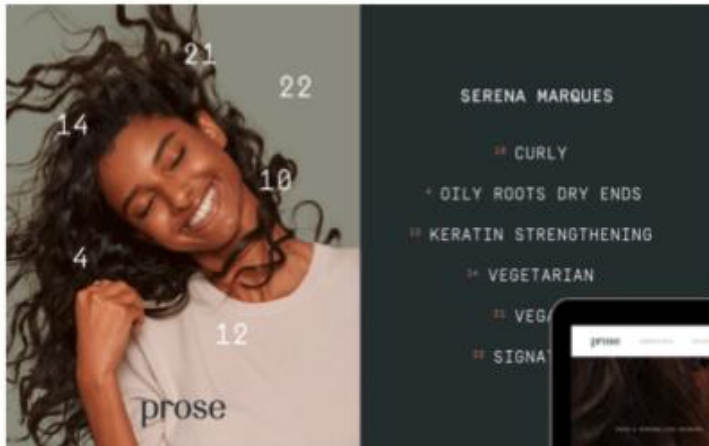


*allbirds*

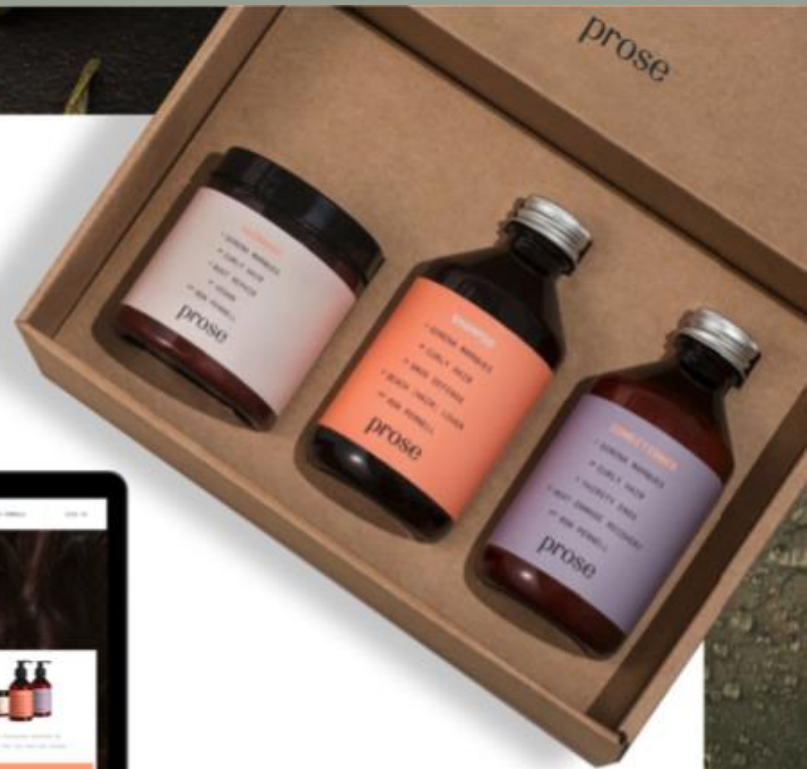




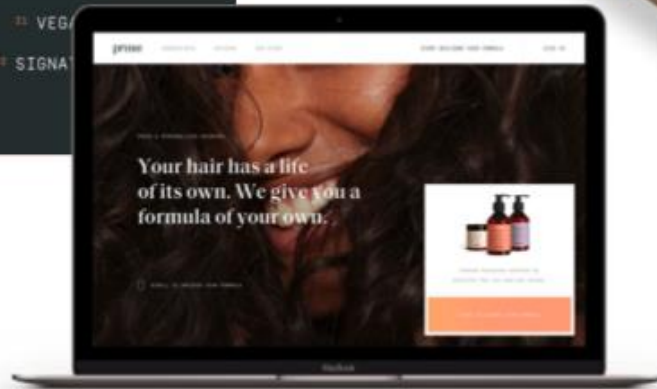
prose



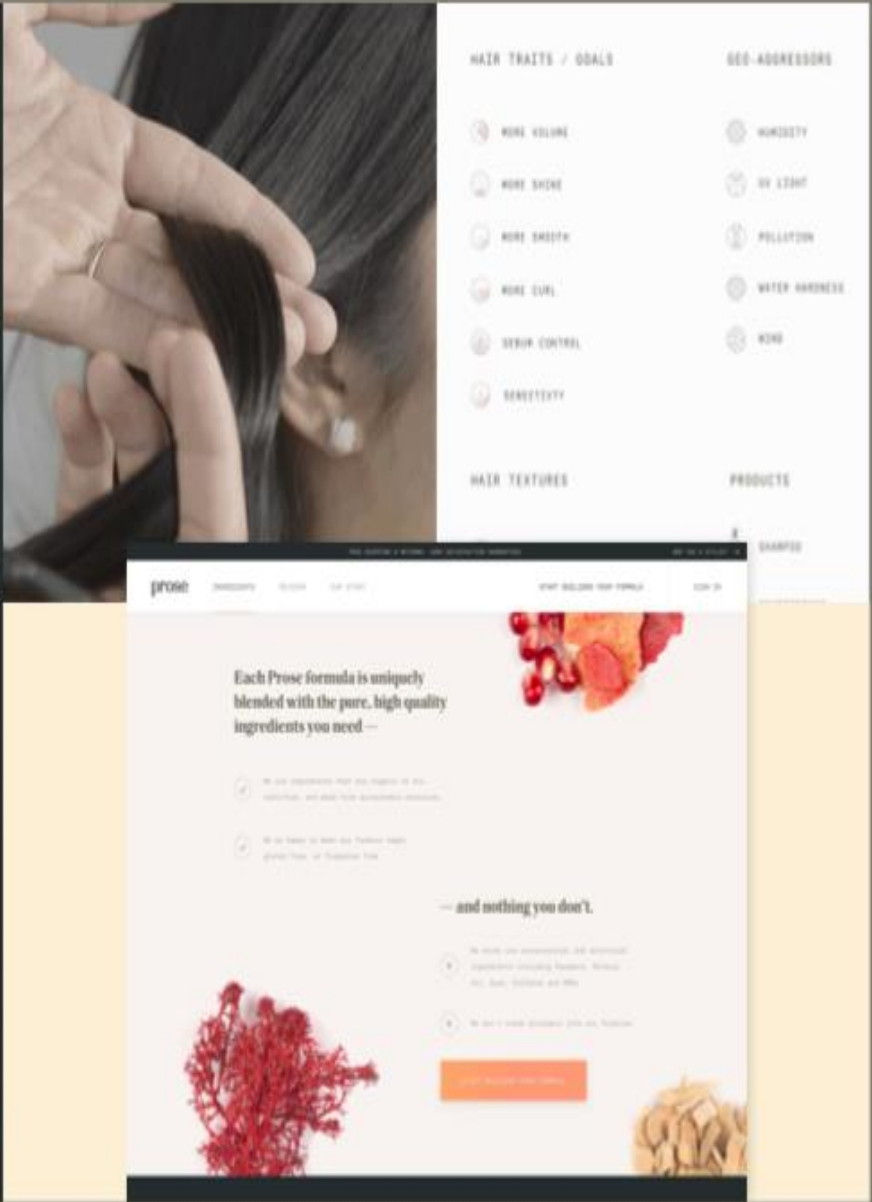
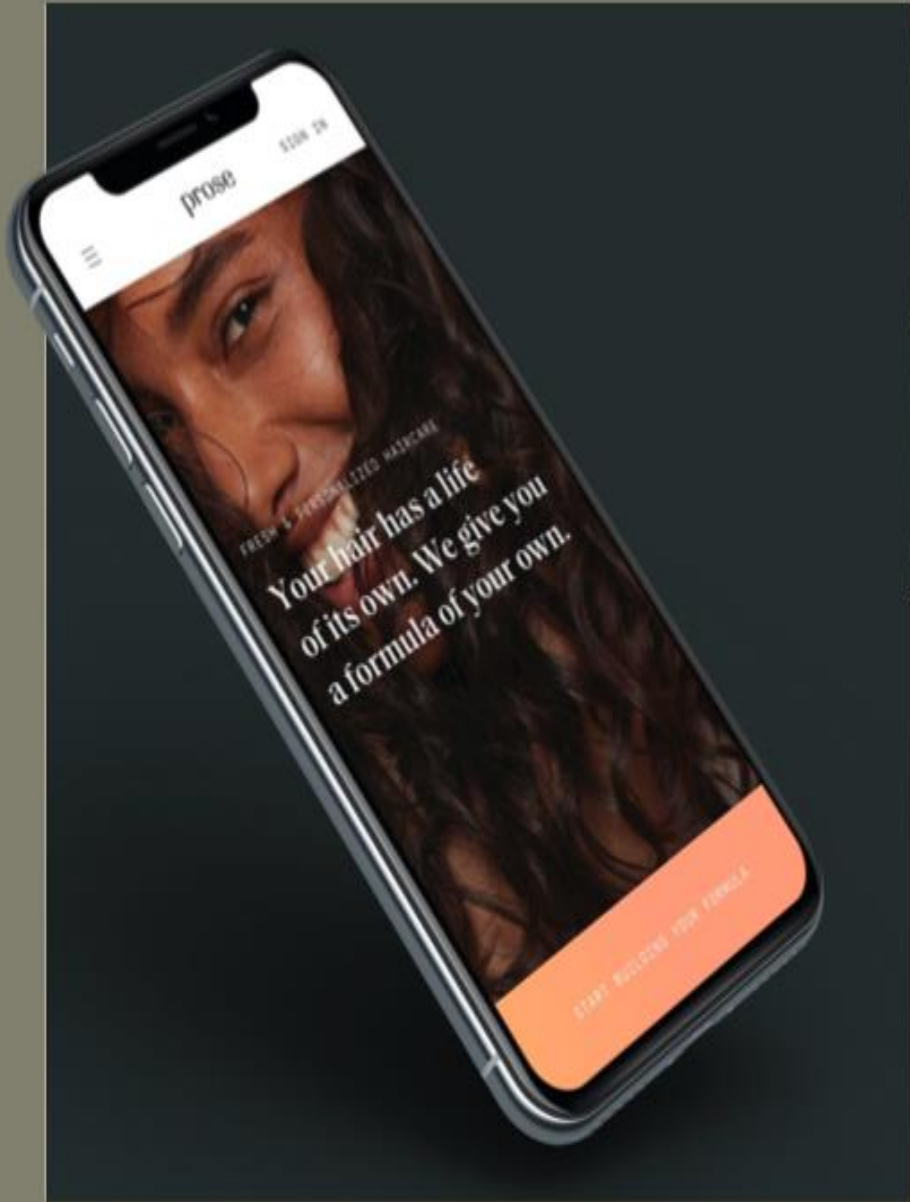
10 CURLY



HAIR LIKE  
NO OTHER



prose



HAIR TRAITS / GOALS

- ➊ MORE VOLUME
- ➋ MORE SHINE
- ➌ MORE SMOOTH
- ➍ MORE CURL
- ➎ SKIN CONTROL
- ➏ SENSITIVITY

HAIR TEXTURES

DEE-ADRESSORS

- ➐ HUMIDITY
- ➑ UV LIGHT
- ➒ POLLUTION
- ➓ WATER HARDNESS
- ➔ RSD

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